

THE IMPLEMENTATION OF ISLAMIC WORK ETHICS AND MARKETING MIX: INNOVATIVE WORK BEHAVIOR EVIDENCE FROM TOK KERAMAT CATERING

MAZITA MAT ALI¹, AMLUS IBRAHIM², NORASHIDAH HASHIM³

Email: mazitapolytech@gmail.com

Email: Amlus@uum.com.my

Email: norashidah@uum.com.my

^{1,2}School of Technology, Management and Logistic

Universiti Utara Malaysia,

Sintok Kedah 06010 Malaysia

³School of business Management

Universiti Utara Malaysia,

Sintok Kedah 06010 Malaysia

ABSTRACT

This case study demonstrates on how Tok Keramat Catering's uses ground breaking and innovative work strategies to market its products and services to enhanced market leading in the food industrialised sector. A marketing strategy determine what a company is going to produce in terms of products or deliver in terms of services, how much it is going to charge for these products or services, how it will deliver these products or services to the customer, and how it is going to tell its customers about its products and services known as the marketing mix and is often referred to as the 4Ps of marketing. The mix involves creating the right product, sold at the right price, in the right place, using the most suitable methods of promotion. The implementation of Islamic work Ethic also play as a good role to achieve the stability return of investment company.

Key words: *Industrial Case Study, Islamic Work Ethics, Entrepreneurial Stability, Tok Keramat Catering, Marketing Mix, Innovative Work Behaviour*

1. INTRODUCTION

In a rapidly changing and competitive business environment, it is not easy to predict future trends in consumer tastes and preferences, competitors' actions and market conditions. Creating new products or making changes to existing brands can be expensive. It involves making investment decisions now, in the hope of making a return later. Weighing up future returns against an investment is a crucial part of a manager's job.

It always involves an element of risk, because the future is never certain. Managers' previous experience, together with market research information helps them to predict future events and outcomes. However, all business activities involve some element of risk. There is often said to be a link between risk and return. The more the risk, the higher the likely returns or profits. However, a balance must be struck.

A marketing strategy determine what a company is going to produce in terms of products or deliver in terms of services, how much it is going to charge for these products or services, how it will deliver these products or services to the customer, and how it is going to tell its customers about its products and services.

Innovation work behaviour (IWB) should essentially be viewed as an individual's behaviour within a work role, group or organization that aims to achieve the initiation and intentional introduction of new and useful ideas, processes, products or procedures (Farr & Ford, 1990). With reference to Amabile, (1988) IWB differs from employee creativity includes the production of new and useful ideas concerning products, services, processes and procedures.

This case study is divided into three parts, particularly strategic marketing mix, Islamic work ethic and innovation work behaviour into the practical of implementation in the food industrialised sector in term of Tok Keramat Catering Sdn Bhd.

2. BACKGROUND

Tok Keramat Catering Sdn Bhd was founded in 2010 by Haji Sobri Bin Haji Zakaria. Through experimentation with roti canai with kuah gulai ikan termenung. Haji Sobri created the recipe for Gulai Tok Keramat. In 2010, he opened the “Tok Keramat Catering Sdn Bhd” and recruited his first 4 employees. Starting from a small capital, using plastic canvas as a roof and with land as a floor and currently Tok Keramat Catering Sdn Bhd recruited 120 staff and operation in new building.

Deliver the mission statement “satisfaction is our priority”, Tok keramat Catering Sdn Bhd committed giving the best services to our customer and preparing quality halal food and healthy following standards and rules form Ministry of Healthy Malaysia Together with these employees he developed the initial batch of Gulai Tok Keramat bringing to life his vision for great-tasting. Today, over a five years since it was first founded, Tok Keramat Catering Sdn Bhd still upholds his original values. The food industrialized sector is highly competitive, with consumers having considerable choice over which products they acquire.

To achieve the company's objectives of strategic planning is to include Tok Keramat entire membership of the organization, namely the involvement of all business departments established separately. Although different in each business department, but every department function in coordination between departments in fulfil customer demands increasingly larger while providing the best service to customers.

3. PROBLEM STATEMENT

It follows from the decisions about a brand, examples whether to develop it, maintain it, allow it to decline, or even kill it off, it is involve much discussion. In deciding to develop a brand, managers have to decide how much investment to make and to forecast the likelihood of a successful outcome (Kraak, Englund, Misyak, & Serrano, 2017). This suggests that the issue of product branding is a major issue and should be practiced based on the existing theories studied by previous researchers.

Brand managers aim to develop a long-term strategy to meet a range of objectives such as; growing market share developing a unique market position, creating consumer or brand loyalty, and generating a targeted level of profit (Harrington, Ottenbacher & Fauser 2017). Now we consider the issue of produce branding of a product or service, the manager needs to be wise in determining the direction of their company to ensure that the company's stability is always sustainable.

For Tok Keramat Catering's to remain as market leader it desires innovative marketing strategies to help ensure that it is manufacturing the right products to meet consumer needs, that the products are sold at the right price and in the right locations (place) and that the promotion of its products is suited to the target audience (Hisrich & Ramadani, 2017). This case study demonstrates how Tok Keramat Catering's uses ground breaking and innovative strategies such as implemented the Islamic work ethic to market its products and services to enhanced market leading in the food industrialised sector using the innovation work behaviour characteristics in their organizational team.

There has been as yet no systematic examination of the implementation the IWB onto the real industry and blended factor of the Islamic work ethics and the implementing the marketing mix comprises the 4P factors as discussed in the literature review section. The study case in this area has been limited to food industrialised sector namely Tok Keramat Catering Sdn Bhd.

4. LITERATURE REVIEW

4.1 FUNCTIONING MARKETING MIX

Marketing is a key business function that enables a company to ensure that its products and services either match or exceed a customer's needs or expectations. The Chartered Institute of Marketing defines marketing as:

"Marketing is the management process responsible for identifying, anticipating and satisfying consumer requirements profitably."

A marketing strategy determine what a company is going to produce in terms of products or deliver in terms of services, how much it is going to charge for these products or services, how it will deliver these products or services to the customer, and how it is going to tell its customers about its products and services.

This is known as the marketing mix and is often referred to as the 4Ps of marketing. The mix involves creating the right product, sold at the right price, in the right place, using the most suitable methods of promotion. Although the marketing mix will vary from business to business and market sector, its purpose is to assist a business to balance these four key factors to meet the needs of the customer.

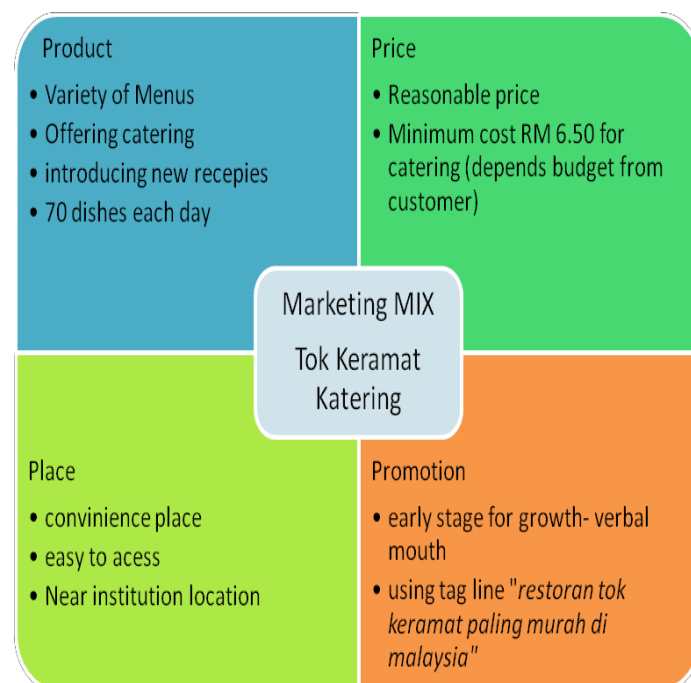


Figure 1: Marketing Mix Tok Keramat Catering

a. Product

Offering a wide range of popular variety products food and regularly introducing exciting new recipes of products to the market. It's also provide the catering themes for variety ceremony like wedding, aqiqah etc.

b. Price

Price is an important competitive weapon and is very important to the company. Pricing its products to ensure that customers receive the best possible product for their money. So, Tok Keramat's Catering use the minimum cost sales to their customers. Nusair et al. (2010) indicated that a lack of price reductions at "low-end service firms" may not lead to positive word of mouth, value or purchase intentions.

c. Place

Place relates to figuring out where to put the physical store; it is of special importance to restaurants because of the need for being accessible (Hooi, 2012). Help ensuring its products and services are available in Jitra, Kedah which is having the highest numbers of academic institutions in Malaysia. Jalan Tok Keramat are very easy to find. By using waze, or android application, customer can search the restaurant. Its location near to Polytechnic Sultan Abdul halim Mu'adzam Shah (POLIMAS), Institut Latihan Perindustrian (ILP), Institut Perguruan Darul Aman, Institut Aminudin Baki, Secondary School, and variety of factory in Jitra.

d. Promotion

Promotion has also been described as essential to catch the customers' awareness, enhance satisfaction and retain their loyalty (Hooi, 2012). In early stage, promotion Tok Keramat using a verbal mouth, according to non official promotion Tok keramat develop a brand and name in market. Delivering engaging and exciting marketing communications by using tagline "*Restoran Tok Keramat, Paling Murah Di Malaysia*" Every business will determine its own balance of the 4Ps to suit the needs of its customers. However, by using of hash-tags on the Facebook and banner in front of his restaurant, make his strategies became successful.

4.2 INNOVATIVE WORK BEHAVIOUR IN THE MARKETING STRATEGIES

Innovation as not only developing but also implementing of the novel ideas/practices. Innovation is nothing other than implementing new and significant improvements in product (good or service), marketing strategies, the business operations, and managing relations outside the organization. Innovation is one the fundamental factors to create distinctive competitive advantage for organizations. Advocated that innovative capability can help an organization to get competitive advantage. The above mentioned definitions of innovations lead us to four basic elements of innovation which are new concepts, people, processes and institutional context. Innovation is a strategic process in which new ideas, processes, products, or services are generated, accepted, and implemented (Rogers, 2003).

In a ground breaking initiative Tok Keramat Catering Sdn Bhd created a differentiated marketing strategies compare with surrounding competitor in Jitra district especially. Intended for Tok Keramat Restaurant using the tagline and enter in to brochure and flyer. The list of tagline marketing strategies implementation by Tok Keramat Restaurant as below:

Tagline marketing strategies implementation
Nasi Tambah hari-hari percuma
Kopi "O" 20 Sen
Moto EX-5 untuk pelanggan ke sejuta
Selasa aneka buah percuma
Minuman RM1.00
Roti Canai RM 0.50
Ahad dan Rabu bubur percuma

Figure 2: The list of tagline marketing strategies

Based on the strategies increasing brand awareness and customer loyalty. With great promotions and different from their competitors. This makes able to remain stable to this day, although a lot of competition. According to the psychology "tag line" is important in marketing to attract customers' attention. Therefore,

Tok Keramat restaurant business using the tagline "*cheapest food in Malaysia*" give a positive image to customers that the food offered is low and reasonable.

Instances of creativity occurred in the Tok keramat restaurants, it can be seen as a crucial component of IWB, most evident in the beginning of the innovation process when problems gaps are recognized and ideas are generated in response to a perceived need for innovation West, (2002) .

4.3 IMPLEMENTATION ISLAMIC WORK ETHICS FOR MAINTAINING STABILITY

As well known, The Tok Keramat Catering belief and value statement "*preparing halal food and clean*" Tok keramat manages to build emotion into every touch point with the customer using Islamic ethics approach to maintain stability in market food industries. Deliver the mission statement preparing halal food and clean.

Islamic work ethics on human resource management practices such as, commitment, change management, employee job satisfaction and intention to quit, firm performance (and innovation. Islamic work ethics is not a new concept; it has been originated for more than 1400 years. Its written evidence in Quran and been demonstrated by the sayings and actions of the Prophet Muhammad. Quoting from the holy Quran ;

"That which ye lay out for increase through the property of (other) people, will have no increase with Allah. but that which ye lay out for charity, seeking the Countenance of Allah, (will increase): it 20is these who will get a recompense multiplied"

Rum verse 39

From that quotes, the founder believe giving charity (alms) never make his business failed. Based on interviews with the founders Tok Keramat Catering, the business ethic that applied in business is like, keep the cleanliness of the premises, praying, all veiled women staff, honest and transparent. The founder concerned with aspects of Islam in the administration of the organization. Blessings in a business deal is important in ensuring the stability of a business.

5. METHODOLOGY

In this case studies aim to analyze specific issues within the boundaries of a specific environment, situation or organization. According to Kallet, Richard (2004) mention that the methodology section of a research paper answers two main questions: How was the data collected or generated? And, how was it analyzed? In this study, the researcher prepares to collect data by first contacting the manager of Tok Keramat Catering Sdn Bhd to gain their cooperation, explained the purpose of the study, and assemble key contact information.

Since data to be collected and examined includes organizational documents, the researcher states the intention to request copies of the documents, and plans for storage, classification, and retrieval of these items, as well as the interview and survey data. The researcher develops a formal investigator by the four factor to include in marketing mix model. The researcher selects a four factors as a pilot cases, and the researcher apply the data gathering tools to the cases to determine whether the planned timeline is feasible and whether or not the interview questions are appropriate and effective. Based on the results of the interviewed, the researcher makes adjustments and assigns in particular cases which become their area of expertise in the evaluation and analysis of the data.

6. FINDINGS

A sophisticated theory of strategic marketing mix comprises with 4P factors, makes a strong arguments that according to the survey found the average customer satisfaction with products and services to the services provided. Average customers expressed very well the issues contained in the questionnaire. In addition, the Tok Keramat Catering a record year. It's one millionth customer has secured shoot as promised. This shows that the sacred Tok Keramat restaurant achieved its target customers to one million. Customers were lucky to win it is a polytechnic student nearby. Promotional activity is expensive and a business needs to be able to measure the return on the investment (ROI) it has made in developing and implementing promotional campaigns. A business also needs to learn from the marketing initiatives it carries out so that the findings can be used to improve future strategies.

An important and original work on learning from the experience of both their 2013 and 2015 activities, and the use of hash-tags on the facebook and banner in front of his restaurant initiatives has shown Tok Keramat Catering Sdn Bhd, the benefits of utilizing social media, especially when trying to reach a wider and younger audience consumers, to link the brand knowledge to the brand name, which concludes in brand equity which means the value is determined by consumer perception of and experiences with the brand (Huang & Sarigöllü, 2014). If customers think highly of a brand, it has positive brand equity but when a brand consistently under-delivers and disappoints to the point where customers recommend that others avoid it, it has negative brand equity. (Aaker 1991; Keller 1993).

By developing and delivering a digital strategy that worked alongside the Tok Keramat Catering Sdn Bhd, restaurant significantly increased the number of customers reached by the activity amongst those customers. The use of one millionth customer competitions enabled Tok Keramat Catering Sdn Bhd to engage with a wider audience. Advertising creates and enhances brand awareness by exposing brands to customers (Aaker 1991; Batra et al. 1995; Keller 1993; Rossiter and Percy 1987; Yoo et al. 2000).

The first competition, in 2013 'one millionth customer', encouraged visitors to grab an opportunities of themselves and friends; this competition reached 1,000000 people, with used the technique counting the plate that used every day

For those who were unable to win, Tok Keramat Catering Sdn Bhd launched a second competition in 2015 which is the same condition, to get involved for a chance to win a Motorcycles, also reaching 1000000 people. Tok Keramat Catering Sdn Bhd use of technique offering great prize and get engaged with social media demonstrates how a business can engage with and generate excitement in its products, achieving a far greater reach than traditional marketing techniques.

Monitoring and evaluating promotional activity generates sales and financial data that enables a business to measure key information (Liu, Li, Chen & Balachander, 2017).

This includes consumer product preferences, increase or decrease in market share and the level of sales growth as a result of the promotional activity. Tok Keramat Catering Sdn Bhd, by data sampling and measuring the effectiveness of their promotional activity, have shown that effective targeting drives ROI.

7. SUMMARY

An effective marketing strategy combines the 4 Ps of the marketing mix. It is designed to meet the company's marketing objectives by providing its customers with value. The 4 Ps of the marketing mix are related, and combine to establish the product's position within its target markets. Recent evidence indicated that managing the more interactive elements of the marketing mix is of greater importance for services (Kushwaha and Agrawal, 2015).

In addition, a business needs to incorporate other factors into the mix; internal factors such as the amount of finance for marketing, the types of products being sold, as well as external factors such as the market sector and competitors' products and services.

This case study makes several or a number of important contributions to another researcher to view the multifactor marketing strategies combination in business to achieved the successful of return of Investment target.

8. REFERENCES

- Aaker, D. A. (1991). Managing brand equity: Capitalizing on the value of a brand name. *New York, N.Y.*: The Free Press
- Amabile, T.M. (1988) A Model of Creativity and Innovation in Organizations. In Shaw, B.M. and Cummings, L.L. (eds.), *Research in Organizational Behavior*, 10, 123–67.
- Batra, R., Lehmann, D. R., Burke, J., & Pae, J. (1995). When does advertising have an impact—A study of tracking data. *Journal of Advertising Research*, 35(5), 19–32.
- Farr, J. and Ford, C. (1990) Individual Innovation. In West, M. and Farr, J. (eds.), *Managing Innovation*. Sage, London
- Liu, Y., Li, K. J., Chen, H., & Balachander, S. (2017). The Effects of Products' Aesthetic Design on Demand and Marketing-Mix Effectiveness: The Role of Segment Prototypicality and Brand Consistency. *Journal of Marketing*, 81(1), 83-102.
- Kallet and Richard H. (2004), "How to Write the Methods Section of a Research Paper." *Respiratory Care* 49 1229-1232.
- Kushwaha, G.S. and Agrawal, S.R. (2015), "An Indian customer surrounding 7P's of service marketing", *Journal of Retailing and Consumer Services*, Vol. 22, pp. 85-95.
- Kraak, V. I., Englund, T., Misyak, S., & Serrano, E. L. (2017). A novel marketing mix and choice architecture framework to nudge restaurant customers toward healthy food environments to reduce obesity in the United States. *Obesity Reviews*.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22.
- Hisrich, R. D., & Ramadani, V. (2017). Entrepreneurial Marketing Mix. In *Effective Entrepreneurial Management*. Springer International Publishing.
- Harrington, R. J., Ottenbacher, M. C., & Fauser, S. (2017). QSR brand value: Marketing mix dimensions among McDonald's, KFC, Burger King, Subway and Starbucks. *International Journal of Contemporary Hospitality Management*, 29(1), 551-570.
- Mišič, K. U., & Podnar, K. (2017). Steps toward a City Marketing Mix and Its Perception Measurement. In *Strategic Place Branding Methodologies and Theory for Tourist Attraction* (pp. 67-86). IGI Global.
- Huang, R., & Sarigöllü, E. (2014). How brand awareness relates to market outcome, brand equity, and the marketing mix. In *Fashion Branding and Consumer Behaviors*. Springer New York.
- Hooi, K. (2012), "Customer loyalty, satisfaction and marketing mix: empirical evidence from infant formula industry", *doctoral dissertation*, USM, University of Southern Mississippi, Hattiesburg.

- Nusair, K., Jin Yoon, H., Naipaul, S. and Parsa, H.G. (2010), "Effect of price discount frames and levels on consumers' perceptions in low-end service industries", *International Journal of Contemporary Hospitality Management*, Vol. 22 No. 6, pp. 814-835
- Rogers, E.M. (2003). Diffusion of innovation (5th ed.). *New York: Free Press.*
- Rossiter, J. R., & Percy, L. (1987). Advertising and promotion management. *New York: McGrawHill Book Company*
- West, M.A. (2002) Sparkling Fountains or Stagnant Ponds: An Integrative Model of Creativity and Innovation Implementation in Work Groups. *Applied Psychology: An International Review*, 51,355–87.
- Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and erand equity. *Journal of The Academy of Marketing Science*, 28(2), 195–211